



# ARIZONANS' ATTITUDES TOWARD SCIENCE, TECHNOLOGY, AND THEIR EFFECTS ON THE ECONOMY

## ARIZONANS EXPECT AN ECONOMY BASED ON SCIENCE AND TECHNOLOGY

*A recent statewide survey shows that regardless of location, income, education, or gender, Arizonans are convinced that science and technology will deliver on high-paying jobs, personal benefits, and solutions to environmental and social problems.*

Morrison Institute for Public Policy (School of Public Affairs, College of Public Programs) has been analyzing employment, economic development, education, and training for more than two decades. Periodically over the years, Morrison Institute has asked Arizonans what they think about various aspects of jobs and the state's economy. The results of Morrison Institute's last look at "good-paying jobs" were reported in January 2005.<sup>1</sup> Then, the news was sobering. Forty-two percent of Arizonans said the state was "not as good as most other states" on the "availability of good-paying jobs" and just 15% thought Arizona was "better than most other states" on the measure.

About a year later, after substantial media coverage of science and technology investments made in the name of competitiveness for high-wage employment, (see below for examples.) dramatic changes in how Arizona's universities and companies work together, and some national research highlighting the state's commitments, it seemed a good time to ask Arizonans about science and technology research and the potential for quality jobs. For example:

- Do Arizonans think investments in science and technology will lead to more high-paying jobs?
- Do taxpayers and state leaders who are out front on science and technology issues see eye to eye on research and its links to the economy?
- Do Arizonans feel they have a stake in what happens in science and technology in the state?
- How interested are Arizonans in science education as compared to reading and math?

The March 2006 responses to a statewide representative telephone survey show that a majority of Arizonans see science and technology research as a source of high-paying jobs and are every bit as interested in science and technology as leaders are. Arizonans "get" the benefits of a science and technology-based future and the power of science and technology to spawn desirable employment opportunities. Some cautions emerge as well, but even so, most Arizonans look to science and technology as integral to a bright economic future. (See survey methodology for details. In the presentation of the survey results, percentages may not total 100% due to rounding.)

<sup>1</sup> See *How Arizona Compares: Real Numbers and Hot Topics*, January 2005.

## EXAMPLES OF RECENT INVESTMENTS IN SCIENCE AND TECHNOLOGY RESEARCH IN ARIZONA

This brief list is only illustrative. Many other investments could be included.

- ◆ Passage of Proposition 301 in 2000 put sales tax dollars into university science and technology research as a catalyst for economic development, in addition to K-12 improvements.
- Flinn Foundation and many partners led the development of the Arizona Bioscience Roadmap and have supported implementation.
- A public and private coalition provided incentives to attract the private, nonprofit Translational Genomics Research Institute to metro Phoenix.
- Arizona's universities invested in new research collaborations, commitments, and commercialization with such activities as the Biodesign Institute at Arizona State University,
- Critical Path Institute and BIO5 at The University of Arizona, and Strategic Alliance for Bioscience Research and Education at Northern Arizona University.
- ◆ Maricopa Community Colleges District targeted more than \$100 million of a recent bond package to bioscience and healthcare training.
- Mayo Clinic recently announced a number of new research partnerships with universities and other entities.
- Public and private leaders again worked together to create and commit funds to Science Foundation Arizona.

◆ Denotes voter approval.

## ARIZONANS BELIEVE HIGH-PAYING JOBS AND ECONOMIC DEVELOPMENT RESULT FROM SCIENCE AND TECHNOLOGY RESEARCH

- Nearly 9 out of 10 (87%) Arizonans say developments in science and technology contribute to the creation of new high-paying jobs.
- More than 8 out of 10 (84%) Arizonans agree that science and technology play important roles in the state's economic development.

**More than 40% of Arizonans say science and technology "very much" contribute to the creation of quality jobs.**

*To what extent do you feel that developments in science and technology contribute to the creation of new high-paying jobs?*

Very much	43.5%
Some	43.1%
Only a little	8.0%
Not at all	2.7%
Not sure	2.7%
Total	100.0%

n=793 | Source: *Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy*, Morrison Institute for Public Policy, Arizona State University, 2006.

**Just 11% of Arizonans do not agree with the notion that science and technology are important to the state's economic development.**

*Science and technology play an important role in Arizona's economic development.*

Strongly agree	24.6%
Agree	59.5%
Disagree	9.7%
Strongly disagree	1.5%
Not sure	4.6%
Total	100.0%

n=793 | Source: *Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy*, Morrison Institute for Public Policy, Arizona State University, 2006.

## SCIENCE EDUCATION IS IMPORTANT TO ADULTS, BUT ARIZONA'S STUDENTS CONTINUE TO LAG

In real life, Arizona is playing catch up on science scores. Results from the National Assessment of Educational Progress test for science across grades 4, 8, and 12 show more of the state's students are "behind" than "ahead." Arizona's AIMS science test is slated to be used for the first time in 2006-2007.

	Below basic	Basic	Proficient	Advanced
U.S.	34%	39%	25%	2%
Arizona	42%	37%	17%	1%
Arizona eligible for free-reduced school lunch program	64%	29%	7%	

Source: National Assessment of Educational Progress, 2006.

## ARIZONANS WANT THEIR STATE TO BE A LEADER IN SCIENCE AND TECHNOLOGY

- Ninety percent of Arizonans say it is important for Arizona to develop national and international leadership in science and technology.
- Arizonans equate science and technology leadership with more quality jobs. Over three-quarters of respondents (79%) believe both that science and technology contribute to the creation of high-paying jobs and that it is important for Arizona to develop leadership in science and technology.

**Half of respondents said it is "very important" for Arizona to be at the front of the pack in science and technology.**

*How important do you think it is for Arizona to develop national and international leadership in science and technology?*

Very important	49.4%
Important	40.8%
Not very important	5.9%
Not at all important	3.1%
Not sure	.7%
Total	100.0%

n=793 | Source: *Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy*, Morrison Institute for Public Policy, Arizona State University, 2006.

- Arizonans are in tune with the fundamental concepts of the new economy. The desire for leadership cuts across gender, region of the state, and political party.

## ARIZONANS SAY THAT LEARNING SCIENCE IS AS IMPORTANT AS MASTERING MATH, READING, AND WRITING

- State residents put a lot of stock in a science and technology-based future and the need to prepare for it. For example, 80% of respondents say science is "as important" or "more important" than math, reading, and writing as a foundation for a good education.
- Those over age 55 and Arizonans with no college education tended to see science as less important than others did.

**Less than 1 in 5 Arizonans said science is "less important" than math, reading, and writing.**

*As you know, reading, writing, and math are considered foundations for a good education. These days, do you think teaching science is more important, as important, or less important than teaching math, reading and writing?*

More important	9.0%
As important	70.8%
Less important	18.1%
Not sure	2.2%
Total	100.0%

n=793 | Source: *Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy*, Morrison Institute for Public Policy, Arizona State University, 2006.

## TWO OUT OF THREE ARIZONANS WOULD FAVOR STATEWIDE CANDIDATES WHO PUT A HIGH PRIORITY ON SCIENCE AND TECHNOLOGY RESEARCH

- Those who identified themselves as Democrats, plus upper income earners, and men particularly approved of candidates with a science and technology platform.
- Approximately 1 in 5 Arizonans felt the issue would have no impact on their voting or were unsure.

**Supporters of science and technology may have an edge over other statewide candidates.**

*Would you be more likely or would you be less likely to vote for an Arizona candidate for statewide office who places a high priority on strengthening science and technology research in the state?*

More likely	63.5%
No impact on my voting	17.5%
Less likely	9.6%
Not sure	9.4%
Total	100.0%

n=793 | Source: *Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy*, Morrison Institute for Public Policy, Arizona State University, 2006.

## ARIZONANS SUPPORT DEDICATING MORE SPENDING TO SCIENCE AND TECHNOLOGY INVESTMENTS

- A majority of Arizonans say they would be willing to pay more in taxes if that money were to be used to support science and technology research that creates new jobs and leads to better health care in the state.
- Of those who were "very willing" to pay more taxes, 50% also "very much" believed that science and technology contribute to the development of high-paying jobs.

**Nearly half of Arizonans appear to be open to targeted public spending for science and technology research, but they are not as convinced as those who are "very willing" to pay more.**

*Would you be very willing, somewhat willing or not willing to pay more in taxes if that money were used to support science and technology research that creates new jobs and better health care in Arizona?*

Very willing	24.2%
Somewhat willing	47.2%
Not willing	23.5%
Not sure	5.1%
Total	100.0%

n=793 | Source: *Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy*, Morrison Institute for Public Policy, Arizona State University, 2006.

- The weighty issue of targeting more taxes to science and technology research leaves nearly half of Arizonans in the middle without a strong opinion. Those who categorized themselves as "somewhat" willing represent nearly half of the respondents. The other half appears to be more set in their ways. Thus, support for targeted science and technology taxes may be equivocal with many residents able to be swayed to another more definite "pro" or "con" position.

## ARIZONANS THINK SCIENCE AND TECHNOLOGY COULD SOLVE PRESSING HEALTH, ENERGY, AND ENVIRONMENTAL PROBLEMS IN THE NEXT 25 YEARS

- Respondents expect personal benefits from science and technology to be first and foremost in health.
- However, nearly 1 in 5 did not see any personal benefits.

**Health is where science and technology could make the biggest difference in coming years.**

*Of the following seven issues, which do you believe is the most important problem that science and technology could help solve in the next 25 years?*

Health	28.5%
Energy	20.2%
Environment	16.0%
Water	13.6%
Transportation	8.4%
Jobs	6.5%
Economic development	4.6%
Don't know	1.1%
Other	1.1%
Total	100.0%

n=793 | Source: *Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy*, Morrison Institute for Public Policy, Arizona State University, 2006.

**Health is also the area of greatest expectations for personal benefits.**

*Can you think of areas in which advances in science and technology benefit you personally?\**

Health**	36.7%
Computing	16.8%
None	16.4%
Energy	9.1%
Environment	6.2%
Transportation	5.9%
Home-related	4.7%
Workplace-related	4.2%
Economic	3.0%
Criminal justice	1.3%
General	5.4%
Don't know	12.1%

\*Multiple responses were possible from each respondent. | \*\*Only categories with 10 or more responses are included here. | n=793 | Source: *Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy*, Morrison Institute for Public Policy, Arizona State University, 2006.

## MORE THAN 80% OF ARIZONANS THINK IT IS IMPORTANT TO KNOW ABOUT SCIENCE AND TECHNOLOGY

- More than a third of Arizonans report paying "a lot" of attention to science and technology. Nearly 9 out of 10 say they pay attention to the fields and can be seen as "trackers" and "followers".
- Still, two-thirds of Arizonans feel there is a lot of conflicting information about science and technology that can be confusing.
- To explain the impact of scientific and technological changes, 63% of Arizonans said they trust university scientists most. But Arizonans don't want to just be talked at; a similar number (62%) noted that scientists should listen more to what ordinary people think.
- Attention is highest among men (41%), those over 55 (43%), and those with college educations (42%).

### Only 14% believe it isn't important to know about science in daily life.

*In daily life, it is not important to know about science.*

Strongly agree	4.4%
Agree	9.8%
Disagree	53.1%
Strongly disagree	30.9%
Not sure	1.8%
Total	100.0%

n=793 | Source: Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy, Morrison Institute for Public Policy, Arizona State University, 2006.

### Only a few Arizonans just follow science and technology news "a little."

*When it comes to issues and news about science and technology would you say you pay a lot of attention, some attention, only a little attention or no attention at all?*

A lot	34.8%
Some	55.7%
Only a little	8.4%
Not at all	1.1%
Not sure	.1%
Total	100.0%

n=793 | Source: Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy, Morrison Institute for Public Policy, Arizona State University, 2006.

## A quarter of Arizonans say they are "very well" informed about the state's growth.

*For each of the following, would you say you are very well informed, well informed, somewhat informed, or not at all informed?*

Area	% Very well	% Well	% Somewhat	% Not at all	% Don't know
Arizona's growth	25.1	21.3	44.32	8.8	0.6
Politics	19.4	20.7	46.9	12.5	0.5
Sports	17.5	18.3	37.8	26.1	0.3
Medical breakthroughs	16.9	20.4	52.6	9.6	0.5
Inventions and new technologies	12.6	15.8	55.6	15.4	0.3
Water resources	12.3	17.7	49.9	19.5	0.8
Space science	8.2	13.3	46.7	31.9	0.7

n=793 | Source: Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy, Morrison Institute for Public Policy, Arizona State University, 2006.

## After growth and politics, Arizonans say they are most informed about medical breakthroughs.

*For each of the following, would you say you are very well informed, well informed, somewhat informed, or not at all informed?*

Area	% Trackers*	% Followers**
Arizona's growth	46.4	90.7
Politics	40.1	87.0
Sports	35.8	73.6
Medical breakthroughs	37.3	89.9
Inventions and new technologies	28.4	84.0
Water resources	30.0	79.9
Space science	21.5	68.2

\*Trackers are respondents who said they are "Very well" or "Well" informed about the topics above. | \*\*Followers are the "Trackers" plus those who said they were "Somewhat" informed. | n=793 | Source: Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy, Morrison Institute for Public Policy, Arizona State University, 2006.

- Whether at a personal level or for society as a whole, respondents most expect science and technology to benefit health. For example, 29% thought medical problems were the main area for science and technology advances in the next 25 years; 37% mentioned health as the area of science in which advances had benefited them personally. Slightly more than a third (37%) said they were "very well" or "well" informed about medical breakthroughs, just behind the great Arizona pastimes of growth and politics.

## SPOTLIGHT ON OLDER ARIZONANS

Those 55 Years or Older Are:

- More likely to believe that developments in science and technology contribute "very much" to the creation of new high-paying jobs than those who are younger.
- More likely to say they pay a lot of attention to news about science and technology.
- Less likely to believe that teaching science is as important as teaching math, reading, and writing.

Source: Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy, Morrison Institute for Public Policy, Arizona State University, 2006.

## SPOTLIGHT ON YOUNGER ARIZONANS

Those Between 18 and 35 Years of Age:

- Consider themselves to be better informed about inventions and new technology than those who are older.
- See health as much more important than any other problem for science and technology to solve in the next 25 years by a margin of 2 to 1.
- Trust university scientists to explain the impacts of science and technology even more than those who are older.

Source: Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy, Morrison Institute for Public Policy, Arizona State University, 2006.

### SPOTLIGHT ON ARIZONANS IN RURAL AREAS:

While support for science and technology research is clear across the state, Arizonans who live outside Pima and Maricopa counties are less enthusiastic. However, "less likely to believe" should not be interpreted to mean "negative" about science and technology. Those outside Pima and Maricopa counties are:

- Less likely to believe that developments in science and technology contribute very much to the creation of new high-paying jobs than those who live elsewhere.
- Less likely to believe that science and technology play an important role in Arizona's economic development.
- Less like to believe the application of science and new technology will make jobs more interesting.
- Less likely to believe that the benefits of scientific research are greater than the harmful effects science may have.
- Less likely to believe that scientific and technological advances will make the Earth's natural resources sustainable.

Source: *Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy*, Morrison Institute for Public Policy, Arizona State University, 2006.

- Arizonans say it is important to know about science, and a sizable proportion see themselves as informed on various aspects of science and technology. While this survey did not test Arizonans' specific knowledge of scientific facts and figures, it does show a citizenry interested and engaged in topics that until recent years might have been considered to be of concern only to professional scientists.

### Four times as many respondents trust university research scientists as sources of insight into new development.

*New scientific and technological developments are announced from time to time. Which of the following do you usually trust the most to fully and honestly explain the impact of scientific and technological developments?*

Research scientists at a university	63.3%
Research scientists in a private business	15.0%
Research scientists at a government laboratory	14.6%
Not sure	7.1%
Total	100.0%

n=793 | Source: *Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy*, Morrison Institute for Public Policy, Arizona State University, 2006.

- Trust of university scientists was high across all groupings of respondents. This strong feeling provides opportunities to university scientists, while increasing the responsibility they have to Arizonans. Respondents show they are interested in the topics and some professional guidance through a maze of information.

## ARIZONANS BELIEVE SCIENCE AND TECHNOLOGY WILL BRING MORE GOOD THAN HARM

- Twice as many Arizonans agree the benefits of science and technology outweigh the potential harm.
- More than 8 out of 10 say jobs will be more interesting thanks to science and technology.
- Science and technology will play a part in sustaining natural resources, according to 3 out of 4 Arizonans.
- In contrast, science too often outweighs faith in daily life according to 4 out of 10 Arizonans.

### Arizonans feel science and technology will result in more interesting jobs and greater sustainability of resources.

*Level of agreement with statements about science and technology.*

Statement	% Strongly agree	% Agree	% Disagree	% Strongly disagree	% Not sure
The application of science and new technology will make jobs more interesting.	21.0	62.9	11.2	0.7	4.3
Scientific and technological advances will make the Earth's natural resources sustainable.	16.0	60.0	13.8	3.5	6.8
The benefits of scientific research are greater than the harmful effects science may have.	13.5	47.2	26.2	4.3	8.8
We base our lives too much on science and not enough on faith.	11.2	30.2	38.7	15.2	4.7

n=793 | Source: *Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy*, Morrison Institute for Public Policy, Arizona State University, 2006.

- A broad consensus exists that scientific research will bring positive outcomes, but still 30% disagree and another 9% are unsure about that statement. Doubts are more prevalent in rural parts of the state and among those with less education. With the high interest in science and technology investments, these data serve as a reminder that there continues to be a range of opinion about science and technology and its outcomes.

### SPOTLIGHT ON ARIZONANS AND CRITICAL ISSUES FOR GOVERNMENT

Late in 2005 when Morrison Institute asked Arizonans to name the "most important issues that the state government should be working to solve," the top 5 mentioned by residents—without prompting—were:

- Illegal immigration
- Education
- Employment—more higher-paying jobs
- Transportation improvements—streets, highways, public transit
- Environment—water issues and conservation

Source: *Arizona Issues*, Morrison Institute for Public Policy, Arizona State University, 2006.



*In recent decades, developments in science and technology have brought dramatic changes to communications, health care, work, and many other areas. So it really should not be a surprise that Arizonans feel they are fairly well informed about science and technology. In addition, their common experience may in part explain why the state's residents appear to believe so earnestly in the potential of science and technology for economic and personal gains.*

*Regardless of location, income, education, or gender, Arizonans are positive about science and technology and convinced that science and technology will deliver on high-paying jobs, personal benefits, and solutions to touch environmental and social problems. Arizonans simply seem to assume that our economy must be based on leadership in science and technology, even if some see potential downsides. In turn, Arizonans support science education and are open to spending more on science and technology to get more.*

Arizonans also are not alone in their positive outlooks on science and technology research, as seen in national studies. The questions in *Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy* were tailored to this state, but other research shows similar patterns. For example:

- In a nationwide 2000 survey, nearly two-thirds of U.S. residents said it is "very important" for the "United States to maintain its current global leadership in science and technology."<sup>2</sup>
- In the same survey, more than 80% in the U.S. reported they were more likely to vote for a gubernatorial candidate who supported strengthening science and technology.<sup>3</sup>
- Nearly 60% of respondents said they "regularly" pay attention to news reports about science.
- In a nationwide 2001 survey, 86% agreed that thanks to science and technology, work will become more interesting.<sup>4</sup>
- Arizonans are upbeat, yet they also say they have noticed how overwhelming and confusing information on science and technology can be. Because of the high levels of trust reported, university scientists clearly have an opportunity to begin a dialogue with the public about science and technology. Failing to communicate well and talk with Arizonans could erode that trust and with it support for science and technology investments.

Despite the examples of clear consensus among Arizonans, however, some red flags appear.

- Across all of the questions asked, approximately a quarter of respondents is either not engaged in the issue or sees more harm than good. At times, as in feelings on the balance between faith and science, the proportion is higher.
- Considering that much of the support for various issues comes from those in the middle of the road rather than those very much in favor or against, positive opinions could readily give way to negative ones.

As British scholar Steven Fuller has discussed, a sense of ownership in the outcomes of science and technology research is the prerequisite for being part of the decisions. The responses in *Arizonans' Attitudes toward Science, Technology, and Their Effects on the Economy* show the state's residents readily accept that they have a stake in what happens in science and technology and an interest in engaging the issues. They appear ready to participate in further discussions and decisions about a science and technology-based future in Arizona and are expecting great things. Investments in science and technology infrastructure, education, and incentives are just what Arizonans seem to expect from their leaders and from themselves.

<sup>2</sup> Bayer Corporation, 2000.

<sup>3</sup> Ibid.

<sup>4</sup> National Science Foundation, Division of Science Resources Statistics, *Survey of Public Attitudes toward and Understanding of Science and Technology*, 2001.

## SURVEY METHODOLOGY

A random sample telephone survey was conducted across Arizona in March 2006 with 793 adult heads of households by Behavior Research Center. Eleven questions were asked, based on previous surveys conducted in the United States and Europe, which were substantially modified here. Results reported here have a margin of error of +/- 3%.

## SURVEY QUESTIONS

**1. Of the following seven issues, which do you believe is the most important problem that science and technology could help solve in the next 25 years?**

- Health
- Environment
- Energy
- Transportation
- Water
- Jobs
- Economic development
- Don't know
- Other

**2. How important do you think it is for Arizona to develop national and international leadership in science and technology: very important, important, not very important or not at all important?**

- Very important
- Important
- Not very important
- Not at all important

**3. As you know, new scientific and technological developments are announced from time to time. Which of the following do you usually trust the most to fully and honestly explain the impact of scientific and technological developments?**

- Research scientists at a university
- Research scientists at a government laboratory
- Research scientists in a private business

**4. Would you be more likely or would you be less likely to vote for an Arizona candidate for statewide office who places a high priority on strengthening science and technology research in the state?**

- More likely
- Less likely
- No impact on my voting
- Not sure

**5. When it comes to issues and news about science and technology would you say you pay a lot of attention, some attention, only a little attention or no attention at all?**

- A lot
- Some
- Only a little
- None at all

**6. To what extent do you feel that developments in science and technology contribute to the creation of new high-paying jobs, very much, some, only a little or not at all?**

- Very much
- Some
- Only a little
- Not at all
- Not sure

**7. Can you think of areas in which advances in science and technology benefit you personally?**

**8. For each of the following subjects, would you say you are very well informed, well informed, somewhat informed, or not at all informed?**

- Sports
- Politics
- Medical breakthroughs
- Water resources
- Inventions and new technologies
- Space science
- Arizona's growth

**9. Next I would like to read you some statements about science and technology. For each statement, please tell me if you strongly agree, agree, disagree, or strongly disagree.**

- The application of science and new technology will make jobs more interesting
- The benefits of scientific research are greater than the harmful effects science may have
- Scientific and technological advances will make the Earth's natural resources sustainable
- Scientific discoveries are making our way of life change too fast
- Science and technology play an important role in Arizona's economic development
- In daily life, it is not important to know about science
- We base our lives too much on science and not enough on faith
- There is so much conflicting information about science that it is difficult to know what to believe
- Scientists should listen more to what ordinary people think

**10. As you know, reading, writing, and math are considered foundations for a good education. These days, do you think teaching science is more important, as important or less important than teaching math, reading, and writing?**

- More important
- As important
- Less important
- Not sure

**11. Would you be very willing, somewhat willing or not willing to pay more in taxes if that money were used to support science and technology research that creates new jobs and better health care in Arizona?**

- Very willing
- Somewhat willing
- Not willing
- Unsure

# CHARACTERISTICS OF SURVEY SAMPLE<sup>5</sup>

Demographic characteristic		Number	Percentage
Gender	Male	377	47.5
	Female	416	52.5
Age	Under 35	221	27.9
	35-54	327	41.2
	55+	223	28.1
	Retired	176	22.2
Income	Under 25K	119	15
	\$25-44.9+	193	24.4
	\$45-64.9K	121	15.2
	\$65+	275	34.6
Party	Republic	248	31.3
	Democrat	212	26.7
	Independent	159	20.1
Ethnicity	Caucasian	583	73.5
	Hispanic	101	12.8
	Other	109	13.8
County	Maricopa	473	59.7
	Pima	138	17.4
	Rural	182	22.9
Education	High school or less	168	21.2
	Some college	314	39.6
	College graduate	306	38.6
Total		793	100.0

<sup>5</sup> These data were weighted by county of residence, political party identification, and age. Based on percentage distributions in Arizona's population, Behavior Research Center calculated the number of expected respondents in each county, party and age category, and compared the number of expected respondents to the number of respondents observed. They then calculated a weight factor for each survey response and applied this weighting to the total data set.

## FOR FURTHER INFORMATION

For further information, please contact:

**Dr. Richard Toon**  
Senior Policy Analyst  
richard.toon@asu.edu  
(480) 965-4525

**Rick Heffernon**  
Senior Policy Analyst  
rick.heffernon@asu.edu  
(480) 965-4525

**JUNE 2006**



School of Public Affairs / College of Public Programs  
PO Box 874405, Tempe, Arizona 85287-4405  
(480) 965-4525 voice / (480) 965-9219 fax

This publication is also available on our website at:

[morrisoninstitute.org](http://morrisoninstitute.org)

Morrison Institute for Public Policy conducts research that informs, advises, and assists Arizonans. A part of the School of Public Affairs (College of Public Programs) at Arizona State University, the Institute is a bridge between the university and the community. Through a variety of publications and forums, Morrison Institute shares research results with and provides services to public officials, private sector leaders, and community members who shape public policy. A nonpartisan advisory board of leading Arizona business people, scholars, public officials, and public policy experts assists Morrison Institute with its work. Morrison Institute was established in 1982 through a grant from Marvin and June Morrison of Gilbert, Arizona and is supported by private and public funds and contract research.